



"CLICK IT OR TICKET" MAY 2019 MOBILIZATION **MEDIA BUY SUMMARY**

April 26, 2019



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Executive Summary

The 2019 “Click It or Ticket” campaign will use a multi-platform approach in order to reach the young male target audience. The primary media strategy will continue to build frequency. The goal will be to reach at least 25% of men in the 18-34 target audience at the 8+ effective frequency level over the three-week flight with traditional media (TV and radio).

Advertising Period

- ▶ Paid advertising will run from May 13–June 2, 2019 (21 days)
- ▶ Added value and bonus weight in TV and radio must run within flight and not go beyond June 2

Media Budget

- ▶ \$7,999,778.33

Audience Segment Profiles

- ▶ Primary Segment – Influence segment to always use a seat belt
 - Caucasian males, 18-34 years of age
 - Male teens, 15-17 years of age
- ▶ Secondary Segment – Raise awareness and influence segment to always wear a seat belt
 - Hispanic males, 18-34 years of age
 - African American males, 18-34 years of age

Television

The television portion of the Click It or Ticket paid media campaign will represent 44% of the total paid media budget. This breaks out between the General Market and Spanish language as follows:

- ▶ General Market – 33%
- ▶ Spanish – 11%

The television plan will be executed by the following means:

- ▶ Network Direct buys
- ▶ Sports
- ▶ Audience Targeting
- ▶ Programmatic
- ▶ TV Everywhere
- ▶ Spanish language

Sports

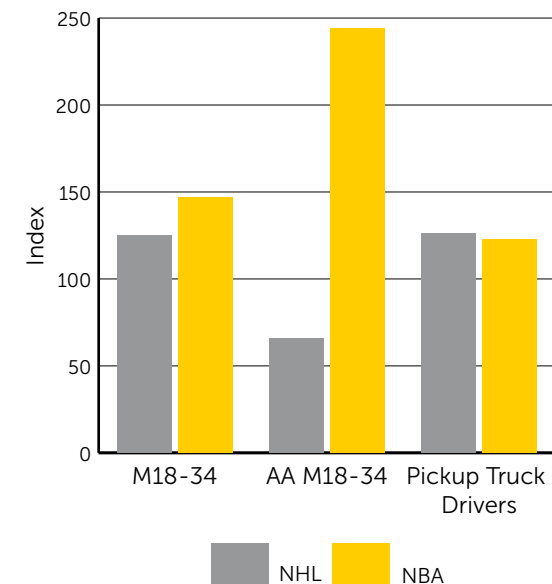
Among the major sports, the NHL and NBA skew the youngest. Figure 1 looks at the index of NHL Playoffs and NBA Playoffs against the various targets of the Click It or Ticket campaign.

The target breakouts are:

- ▶ Men 18-34 – Referred to on the chart as M18-34
- ▶ African American Men 18-34 – Referred to on the chart as AA M18-34
- ▶ Men 18-34 who drive a pickup truck – Referred to on the chart as Pickup Truck Drivers

The chart shows a high index (over 100) for each target group with the exception of African American young men for the NHL. However, this audience enjoys a very high index when looking at the NBA.

Figure 1: Index by Audience Break



Source: 2018 GfK MRI Doublebase

NHL Playoffs on NBC Networks

The Click It or Ticket flight falls within the NBA Conference Finals and early play in the NHL Stanley Cup playoffs.

On NBC Sports, NHTSA will run in Round 3 of the Conference Finals games and in game 1 of the Stanley Cup finals.

On NBC Sports Network, a cable network, NHTSA will run in the Conference Finals and also in game 2 of the Stanley Cup finals.

As added-value, NBC will offer NHTSA a "Scoreboard Flip."

Together this schedule should deliver 2.3 million impressions to men 18-34 in an environment of high attention and an engaging programming environment.

In the past, we have also used USA, another NBC Universal network for the Click It campaign. The primary reason to use this network is to have access to WWE (professional wrestling) via WWE Raw and WWE Smackdown. The USA plan will use these two programs supported by an overnight ROS schedule.

The USA plan will deliver 2.1 million impressions that helps to bring the overall cost-per-thousand for the NHL/WWE plan down.

NBA Playoffs on Turner Networks

The NHTSA Click It or Ticket message will run on TNT and be included 2x in game 2 of the Conference Finals on May 17. These in-game positions will be supported by pre-game spots in the Conference Finals for games on May 17, May 19 and May 21. NHTSA will also run on "Inside the NBA" that will cover Conference Finals games 2 and 3. This schedule will deliver over 5.7 million impressions.

Another schedule will run on NBA TV. This will mostly be a ROS schedule throughout the broadcast day, but will also include previews and recaps, and a replay, of Conference Finals games.

This very targeted schedule will generate 758,000 impressions to die-hard basketball fans.

As added-value, Turner will again run the “On the Road” enhancement 2x per week for three weeks – 6x total. This enhancement covers the discussion of teams who are “going on the road” to play another team and will receive signage and announcer call-out.

ESPN Networks

The plan with ESPN will use the following networks:

- ▶ ESPN
- ▶ ESPN2
- ▶ ESPNNews

The total plan with all networks will deliver over 6.5 million impressions that will translate to 6.2 GRPs.

The highlight of the plan is an NBA Conference Final game on ESPN that will generate over 1.6 million impressions on its own. The remainder of the ESPN plan will air on ESPN’s premiere studio sports program SportsCenter.

The plans on ESPN2 and ESPNNews will run across their programming over the broadcast day and each perform very efficiently.

Audience Targeting

The audience targeting plan (program level targeting across a large number of networks) will deliver over 7.8 million impressions which translates into 22.3 GRPs.

This plan will run across programming on 84 networks.

TV Everywhere

TV Everywhere is when television broadcasters allow their customers to access content from their network through internet-based services – either live or on demand – as an aspect of their subscription to the service from a pay TV provider.

For example, if you have a cable subscription you can download the ESPN Watch App and watch ESPN programming on a computer, tablet or phone – everywhere.

The plan will run on the digital sites for networks such as ABC, A&E, Comedy Central, Fox, MTV and VH-1 as well as various other networks. The NHTSA Click It or Ticket message will also run on free video apps such as Crackle, PlutoTV and TubiTV.

This plan will deliver nearly 1.7 million impressions and about 5 GRPs.

Programmatic

The programmatic, or automated plan, will run across a number of networks. The networks that receive the majority of weight will be the top ranked men 18-34 networks:

- ▶ Adult Swim – A Turner network
- ▶ Comedy Central – A Viacom network
- ▶ ESPN – A Disney network

Those will be supported by networks that have a high composition of men 18-34 that include:

- ▶ FXX
- ▶ MLB Network
- ▶ MTV
- ▶ NFL Network
- ▶ SyFy
- ▶ TruTV
- ▶ Viceland

The programmatic plan is very efficient and will deliver over 10.9 million impressions and nearly 32 GRPs.

Spanish Language Networks

ESPN Deportes

The plan on this network will run on studio programming such as SportsCenter, Now or Never, and Weekday Studio. Sports programming will include boxing, soccer, NBA basketball and Major League Baseball.

The plan will deliver 928,000 impressions to the Spanish-speaking sports fan.

Telemundo

The plan with Telemundo will use linear television and a small TV Everywhere plan.

The linear plan, a television service where the viewer has to watch a scheduled TV program at the particular time it's offered and on the particular channel it's presented, will deliver 8.9 GRPs or 3.028 million impressions. The TV Everywhere plan will generate an additional 436,000 total audience impressions to take advantage of the increased use of second screens to watch linear programming.

Telemundo will create an integration using their on-air talent to promote the Click It or Ticket message on the program Titulares y Mas. Titulares y Mas is a Spanish language late-night talk and variety program.

The CPM for Telemundo is down 17% from the 2018 level.

Univision Networks

The Univision networks included on the Click It plan will be Univision, Unimas and Univision Deportes. The total plan will generate 4.1 million impressions allocated by network as follows:

- ▶ Univision – 1,650,000 impressions
- ▶ Unimas – 2,109,000 impressions
- ▶ Deportes – 341,027 impressions

As added-value Univision will create a bump-out (a short-form video in between programs that runs outside of the commercial pod) and custom segment to run on the Contacto Deportivo program.

Estrellas

The plan on Estrellas will deliver 1.3 million impressions over the flight. NHTSA will also partner with Estrellas on their prime program Tengo Talento, Mucho Talento's. NHTSA will partner with Estrellas for the highly anticipated finals episodes, airing just before Memorial Day weekend. The partnership will include:

- ▶ Billboards – 2x
- ▶ In-show lower-third graphic – 1x
- ▶ Tagged tune-ins – 2x

Radio

The terrestrial radio portion of the Click It or Ticket paid media campaign will represent 14% of the total paid media budget. This budget is split between the general market target (11%) and the Spanish language target (3%).

Radio provides NHTSA an efficient way to extend reach off of other media vehicles, provide additional frequency and primarily reach listeners in their vehicles.

The general market plan will run 100 target GRPs per week over the three-week flight (targeting 300 over the full flight). The Spanish language effort will run 75 targeted GRPs per week over the flight (targeting 230 over the full flight).

The general market plan will use the following as primary networks:

- ▶ Westwood One
- ▶ Premiere (iHeart)

The following networks will run in support of the major partners above:

- ▶ Compass Media
- ▶ Sun Broadcast Group

The Spanish language plan will use the following networks as primary networks:

- ▶ Entravision
- ▶ Univision

The following networks will run in support of the major networks above:

- ▶ Aire
- ▶ Sky View
- ▶ Sun Broadcast Group Hispanic

General Market

Westwood One

The plan on Westwood One will use terrestrial radio as well as podcasts.

The terrestrial plan will deliver 171 total GRPs over the flight that equates to 65.5 million impressions. The attached radio plan summary will show the rich programming and the variety of programming NHTSA will be involved with. Included in the plan are Administrator interviews on the following programs:

- ▶ Lia
- ▶ Big Time w/Whitney Allen
- ▶ Zach Sang Show

The podcast portion of the plan will represent nearly 2.2 million listens, of which 302,500 will be for Administrator interviews.

Added-Value

Westwood One will amplify the Click It or Ticket message with a special annual Memorial Day weekend special series presented by NHTSA that will encompass three formats—pop, rock and country.

The 2019 pop format hosts have been confirmed and will be The Jonas Brothers. The rock and country format hosts are currently TBD.

NHTSA, as a founding partner of the Memorial Day specials, will receive:

- ▶ 16x :30 ads across each of the formats
- ▶ 5x :10 messages airing across each format
- ▶ 4x :05 opening billboards in each of the three formats
- ▶ 4x :05 closing billboards in each of the three formats

Additional added-value will include:

- ▶ Free Beer & Hot Wings
 - 1x weekly :10 in-program mention; 3x total
- ▶ Country Countdown USA with Lon Helton
 - 2x weekly :10 in-program mentions the weeks of May 20 and May 27 – 4x total
 - Social:
 - 1x Facebook post
 - 1x Tweet
- ▶ Country's Inside Trak
 - 1x :10 in-program mention week of May 27
- ▶ Lia
 - 2x weekly in-program mentions; 6x total
 - Social:
 - 1x Facebook post
 - 1x Tweet
 - 1x Q&A :60 Administrator interview vignette
- ▶ The Bob & Tom Show
 - 1x :10 in-program mention
- ▶ NASH Nights Live
 - 2x weekly feature partnerships (Country Minute), inclusive of "BTYB NHTSA" + :10 tag; 6x total
 - Social:
 - 1x Facebook post
 - 1x Tweet
- ▶ The Big Time with Whitney Allen
 - 2x weekly :05 billboards; 6x total
 - 2x weekly :10 in-program mentions; 6x total
 - Social:
 - 1x Facebook post
 - 1x Tweet
 - 1x Q&A :60 Administrator interview vignette

- ▶ Zach Sang Show
 - 2x weekly :10 in-program mentions attached to an available show benchmark; 6x total
 - Social:
 - 1x Facebook post
 - 1x Tweet
 - 1x Q&A :60 Administrator interview vignette
- ▶ Tino Cochino Radio
 - 1x weekly :10 in-program mention; 3x total
 - Social:
 - 1x Facebook post
 - 1x Tweet
- ▶ CBS Sports Flashes
 - 15x :10 mentions across CBS Sports Flashes dayparts
- ▶ NHL
 - 1x :10 drop-In message in the NHL Stanley Cup finals
- ▶ PGA Golf Tournament
 - 4x :10 drop-In messages in the long form broadcast coverage
- ▶ 24/7 RADAR Network
 - 12x :10 message across 912 affiliate radio stations
 - 1,648,800 added-value impressions
- ▶ Podcasts
 - 1x :60 interview vignette in following podcasts –
 - E&Cs Pod of Awesomeness
 - The Jim Ross Report
 - Truth with Consequences
 - The Leisuremen
 - Rotoworld Football
 - Opie Radio
 - The 2 Robbies
 - 83 Weeks

Total Added-Value = \$498,200

Premiere (iHeart)

The plan on Premiere radio networks will deliver 77 GRPs and 29.6 million impressions across the three-week Click It or Ticket flight. Many of the spots will be announcer read, thereby gaining the implied endorsement of the on-air talent. Premiere will include 10% more weight as added-value.

In addition to terrestrial radio, NHTSA will also run on the very popular “Stuff Media” podcast series. This will include:

- ▶ Stuff to Blow Your Mind
- ▶ Stuff You Missed in History Class
- ▶ Ridiculous History

An additional 10% will run in these programs as added-value as post-roll.

Compass Media & Sun Broadcast Group

These two networks will deliver a total of 50 target GRPs and 19.2 million impressions.

Spanish Language Market

Entravision

The plan on Entravision will deliver 25 GRPs and 2.3 million impressions to the Hispanic markets across the country. The plan will once again include the Hispanic talent, Erazno, who will voice the spots in his unique and popular style.

This plan focuses on drive times across 352 stations in 98 markets providing 96% coverage of the U.S. Hispanic market.

Univision

The Univision plan will deliver 60 GRPs and over 5.4 million impressions with 450 stations.

Aire, SkyView & Sun Broadcast Group

These secondary networks to Entravision and Univision will deliver a total of 149 GRPs and 13.3 million impressions.

The plan on Sky View will be on major league baseball games and will include an added-value feature called "Save of the Week." Through a custom-created program with MLB SkyView, Networks en Español has an exclusive weekly "Save of the Week" vignette that will be tagged by NHTSA. The feature will highlight the current season's top saves and the plays that kept the game from getting away from the team. The integration will run as follows: :05 NHTSA intro/:15 content/:10 NHTSA message.

Digital

The digital portion of the Click it or Ticket paid media campaign will represent approximately 36% of the total paid media budget. Sixteen percent of the total digital budget is allocated to the Hispanic audience.

The campaign is flighted to run May 13-June 2. Media will be allocated to primarily reach males 18-34 who own a vehicle, with an emphasis on pickup truck drivers. Secondary targeting will focus on Hispanic males 18-34 whose primary language is Spanish.

Digital properties that will be included in this campaign include:

- ▶ Audio-Streaming/Podcasts
- ▶ Connected Television (CTV) and Online Video (OLV)
- ▶ Programmatic Display
- ▶ Publisher Direct Media
 - Mobvious/Prisa
 - Vix
 - Bleacher Report (B/R)
 - Turner
 - CBS Sports
 - Uproxx
 - WWE
 - Fandom

Audio Streaming/Podcasts

For the audio/video streaming portion of the digital plan, we recommend the following vendors:

- ▶ Pandora
- ▶ iHeart
- ▶ Spotify

- ▶ TargetSpot
- ▶ Midroll
- ▶ Podcast One

Pandora

The plan on Pandora will use a number of methods to reach males 18-34 years old:

- ▶ Sponsored Listening
- ▶ Mobile Audio
- ▶ Connected Car

Sponsored Listening will have NHTSA offering one-hour of commercial free listening on Pandora in exchange for watching NHTSA's :30 video to completion. This incentive/reward-based targeting has had great success for NHTSA in the past and offers 100% share-of-voice (SOV) during the hour with in-session banners and a post reward audio message. This tactic will provide 50,000 guaranteed sponsored sessions.

Mobile Audio will have NHTSA's audio spot played between songs that a user is listening to. These ads reach users when they are active and may be driving – delivering the Click It or Ticket message at an opportune moment. Audio messages will deliver over 2.8 million impressions to males 18-34 and includes an added-value companion (display) banner. For Mobile Audio, 645,000 impressions have been allocated to reach those who are 18-34 and own a pickup truck to reach the audience that has the lower seat belt adoption.

Connected Car allows NHTSA to deliver the Click It or Ticket message to those who are using apps that are built into the infotainment systems of the driver's vehicle delivering 400,000 impressions to those who are driving.

Spotify

The plan with Spotify will use a number of methods to reach males 18-34 years old and Hispanic males whose primary language is Spanish and are 18-34 years old.

- ▶ Audio Everywhere
- ▶ In-Car Everywhere

The plan on Spotify will use Audio Everywhere supported by a no-charge 640x640 banner unit.

The Audio Everywhere package (audio and banner) allows NHTSA to reach males 18-34 on any device, in any environment, during any moment of the day. The audio ads are played between songs during active sessions, ensuring that NHTSA will achieve 100% share-of-voice.

In addition to the audio spot, NHTSA will take ownership of a clickable companion display unit that draws traffic to the campaign landing page.

Spotify also has the capability to reach users who are in a vehicle through Spotify's In-Car Everywhere targeting. This targeting is done by using the phone's GPS and accelerometers to determine the user is in a moving vehicle. Once this is determined the Click It or Ticket ads will play to those users in the demo to encourage the use of seat belts.

The effort on Spotify will include English and Spanish and will deliver a total of over 3.96 million impressions through Audio Everywhere (1.06 million in Spanish) and 3.55 million impressions being served through In-Car Everywhere (355,000 in Spanish).

iHeart

The plan with iHeart will reach listeners across multiple devices on the iHeart app or website delivering 6,535,948 audio impressions supported by an added-value 300x250 clickable companion banner.

Targetspot

The plan with Targetspot will use two methods to reach the Hispanic 18-34 male audience:

- ▶ Podcast
- ▶ Audio Everywhere

Targetspot will be utilized to reach the Hispanic demographic through their Spanish language audio and podcast inventory. Podcasts reaching the Hispanic audience include El Show de Piolin, Latinos Out Loud, La Ultima Palabra, Liderazgo Hoy Victor Hugo Mazanilla and It's Time with Bruce Buffer. Through these podcasts and announcer read spots, 450,000 impressions will be delivered through a natural and genuine endorsement that resonates with the Hispanic audience.

Through Targetspot's Spanish stations and format, we will reach Hispanic males 18-34 through premium sports talk stations and music streams with 4.4 million impressions being served.

Podcasts

With 37% of adults aged 18-34 listening to a podcast at least once a week, we recommend utilizing podcasts that index heavily in the male 18-34. The plan will utilize host read spots – these resonate with the listeners as it matches the program's voice and can exceed 30-second reads and become a talking point of the show.

Podcasts that are included in the buy: The Bill Simmons Podcast, WTF with Marc Maron, Figher and the Kid, Move the Sticks, Giant Bombcast, Around the NFL, The Ringer NBA Show, Ringer FC, On Shuffle, Dunc'd on Basketball Woman, Below the Belt with Brendan Schuab, Flagrant 2, Move the Sticks, Hollywood Handbook, On Shuffle, The Fantasy Footballers, Dual Threat with Ryen Russillo, Dan Patrick Show, Car Cast with Matt and Goldberg, You're Welcome with Chael Sonnen, and Underdog Podcast.

These shows will collectively deliver almost 7 million impressions.

Connected TV/Online Video

Connected TV (CTV) refers to any television that can be connected to the internet and access content beyond what is available via the normal offering from a cable or satellite provider.

Online Video (OLV) will be in-stream video (videos that play either before or in the middle of user selected content).

To reach males 18-34, males 18-34 who own a pickup and Hispanic males 18-34 who primarily speak Spanish, the CTV plan will deliver 11.42 million impressions with 706,000 targeted towards Hispanic males who speak Spanish.

The OLV plan will deliver 15.44 million impressions. To increase reach and frequency, the plan is working cross device and cross channel to ensure that NHTSA is reaching the audience no matter what device or platform they are using.

CTV and OLV programmatic providers that will be utilized are:

- ▶ SambaTV
- ▶ Samsung Ads
- ▶ SpotX
- ▶ The Trade Desk
- ▶ Hulu
- ▶ YouTube
- ▶ Twitch
- ▶ Vevo

SambaTV and Samsung Ads will utilize commercial sync via Automatic Content Recognition (ACR). ACR is a technology that scans TV viewers smart TVs and analyzes the content being displayed and ties that content to all devices. With this technology, NHTSA is able to retarget those who have seen the NHTSA messaging to increase frequency, but also create an audience of those who have not seen the NHTSA messaging to increase reach. SambaTV with their technology is able to even further refine the audience by using their first-party data for those who are

cord-cutters or cord-nevers and target them to increase incremental reach and frequency.

NBA, NHL playoffs and MLB streaming inventory will be secured through SpotX to reach those who are streaming sports only and may not see the ads on traditional television.

The Trade Desk will be used to buy inventory at scale and at a lower cost-per-thousand to reach viewers across all devices and exchanges by buying inventory programmatically. Since we will be targeting the user and not the content, ads can appear on any brand safe ad supported content the user is watching that is not included in the other partner's inventory supply.

The Click It or Ticket plan will also include YouTube where videos are bought in a brand safe environment reaching only those 18-34 year olds who likely own a car. YouTube videos are bought on a cost per completed view meaning that there is no charge for a user who skips the video before the 15-second mark.

Twitch is the fastest growing platform for e-gaming and a great platform to deliver a Click It or Ticket message. Users spend an average of 95 minutes per day on Twitch and is the third most consumed video platform after Netflix and YouTube; higher than Facebook and Hulu. Cross platform video will be used to reach the viewer no matter what screen he is watching. Display banners are displayed alongside the video as a companion banner and additional banners are included as added value, delivering a total of more than 1.84 million impressions.

Audience-data and content targeting are also being applied to reach pickup truck drivers who lag behind other vehicle types for seat belt use. With Vevo, we are targeting men 18-34 who are watching country music videos as these videos have the highest affinity to pickup truck owners.

With SambaTV, Hulu, TTD and Vevo, 13% of all video impressions will be targeting those who own a pickup truck, totaling 3.5 million impressions or roughly 14% of all video impressions to increase seat belt adoption.

Programmatic Display

Programmatic display will be leveraged to increase reach and frequency at scale.

Programmatic display partners include:

- ▶ The Trade Desk
- ▶ Undertone
- ▶ Waze

The targeting for programmatic display will include males 18-34, own a vehicle and live in the U.S. as the primary, with males 18-34 owning a pickup truck and Hispanic Males 18-34 who primarily speak Spanish as secondary target audiences. The Trade Desk will be utilized to buy programmatic at scale and will be managed internally to have full transparency into the buy and the ability to react and optimize quickly. The trade desk will deliver 13.54 million impressions with 4.23 million allocated to the pickup truck audience.

We will also use Undertone who can leverage high impact units to increase attention and reception to the Click It or Ticket message. High impact units will include:

- ▶ **Page Grabber** – A cross screen full page format that can house video content or display images.
- ▶ **Expandable Adhesion** – A smartphone only unit that expands from a 320x50 to a full screen that can deliver additional messages, or consequences, of not wearing a seat belt.
- ▶ **Brand Reveal** – A cross-screen unit that shows upon user-initiated scroll, encouraging interaction with highly viewable display or video integration. A cross-screen unit means that it can run on any device reaching a user no matter what device they are on.

Over 6.6 million high impact impressions will be served with an additional 330,000 as added value.

Waze users use the app 2x a week, with 60% using Waze within 12 miles of

their home and 77% driving 20 miles or less. 50 percent use the app for familiar destinations to save time. With Waze, we are recommending using the Zero Speed Take Over, which deploys on the user's screen while the vehicle is at a complete stop. This tactic is an effective way to reach the user while he is in a vehicle and to remind the driver and passengers to wear their seat belt.

Waze will serve 1.55 million high impact impressions.

Publisher Direct

Prisa (Mobvious) is the premier network for the Spanish speaking market. They have global editorial teams creating high quality sports, information and entertainment content geared towards bicultural Hispanics. Mobvious is the second highest Hispanic ad network by unique visitors. Ads will run on Prisa, the most premium Spanish Language sites in the U.S. that are owned and operated by Mobvious, and also on the Mobvious ad network.

Homepage takeovers will be implemented along with mobile banners, pre-roll video, mobile video with haptics, mobile interstitials, high impact interscroller and expandable units. An Interscroller ad is a high impact mobile takeover with a scroll interaction. The unit runs within a content feed scrolling smoothly onto and off the screen as the user scrolls. This placement takes up the entire screen, ensuring a higher viewability and the Click It or Ticket message being received by the user. The haptic mobile video includes immersion haptic technology which will cause vibrating effects so the user can feel the video ads. This has a 75% increase in ad awareness for these types of videos compared to those without haptic feedback.

Contextual targeting will be applied to the U.S. version of the AS.com sports site. Site targeting will focus around futbol (soccer) content including La Liga, Liga MX, Concacaf Gold Cup, MLS, etc.

Overall through Prisa, 12 million impressions will be delivered in Spanish and English to the male 18-34 Hispanic audience.

VIX (Formerly Batanga)

To further reach the male 18-34 Hispanic audience, Vix will deliver at scale with display, high-impact units and pre-roll. Through the mix of placements over 9.6 million impressions will be served through Vix.

Bleacher Report (B/R)

With the NBA and NHL playoffs, and MLB and MLS in season during the campaign, Bleacher Report will be used to reach sports fans.

This package includes:

- ▶ High Impact Everywhere Content Sponsorship
- ▶ Video

High Impact Everywhere delivers NHTSA's message across all league sections on B/R. This will ensure that whatever device or sport they are a fan of NHTSA will have a presence no matter where they are consuming the latest update on their team or sport delivering over 4.54 million impressions.

Video ads will be run across B/R's site and YouTube clips that are consumed by millions of fans daily. Fifteen-second Click It videos will play before or in the middle of B/R video content delivering over 1.42 million impressions.

Turner Sports

Turner Sports is the exclusive digital provider of the NBA playoffs and the PGA Championship, which both occur during the campaign. Turner will be leveraged for their premium video inventory including NBA.com – the official NBA website – which has seen a 18% increase year over year in site traffic. The NBA is the most streamed playoff among major U.S. professional sports (Source: Adobe Analytics) and the package includes being part of the streaming TNT Simulcast on any device as well as pre-roll surrounding NBA content.

To capitalize on the Tiger Effect, increased golf viewership and increased social presence, the PGA Championship will have Click It or Ticket placements

surrounding and during the championship. Golf viewers have a 183 index to buy a pickup truck in the next 12 months and 126 index for current pickup truck ownership. However, with Tiger's resurgence, more casual fans who might not be golf enthusiasts are tuning in, reaching a new audience.

The PGA Championship was moved this year and occurs the first week of the campaign. Live video streaming ads will be used to deliver the Click It or Ticket message to those aged 18-34. The live video not only includes a simulcast of the TV coverage but also additional coverage including live look-ins on certain holes and on-demand golf coverage.

Near the end of the campaign (June 1) the UEFA (soccer) Champions League final match is played. An annual fixture in the soccer calendar, the Champions League final will draw global attention. This media buy will include :15 second spots during the championship and live content leading up to the final match.

Across all three sports, over 5.82 million impressions will be served during key tournament games/matches.

CBS Sports

To reach younger males consuming live sports updates digitally, we recommend renewing the 2018 initiative of CBS Sport HQ: News in 90.

Partnership includes:

- ▶ CBS Sports HQ News in 90 Presented by NHTSA
- ▶ In-studio NHTSA logo/audio Integration
- ▶ Branded transition slate
- ▶ :15 pre-roll and mid-roll video
- ▶ Display ads on CBSSports.com
- ▶ 2 social posts a week on Twitter and Facebook
- ▶ Added-value native and display package

CBS Sports HQ News in 90 Presented by NHTSA is a full integration during the campaign during the busy time of the NBA, NHL, MLB, PGA and NASCAR seasons.

Branded logos behind the announcers, pre- and mid-roll video, audio reads, and branded transition screens will be leveraged to ensure the Click It or Ticket message is received while the user is consuming the content on demand. The package includes 5.71 million guaranteed impressions across all the integrations and an additional 2 million added-value display and native impressions (ads that are in the content feed matching editorial content on the site).

UPROXX

UPROXX will be utilized as a media partner to reach males 18-34 through access to premium inventory on their YouTube channel, music takeover, and display media.

Through Warner Music Group's YouTube page, NHTSA will be a partner on their Artist on the Rise content. Brand safe artists will be selected, and pre-roll videos will play before artists that are trending and being shared with friends and across social media, surrounding the Click It or Ticket message with cultural moments for the target audience. Being surrounded by this fresh content has 892,000 guaranteed impressions.

Additional pre-roll videos will be played on UPROXX's top content across YouTube delivering 500,000 guaranteed video views.

NHTSA will also receive a 100% share-of-voice (SOV) cross channel takeover of UPROXX's music page on one key date during the campaign. With 500,000 guaranteed impressions this will drive additional awareness of the Click It or Ticket message without clutter on UPROXX.

Additional run of site (ROS) display banners will be used to drive incremental reach and over 793,000 impressions.

WWE

WWE's premium video and display inventory will be utilized alongside a WWE.com takeover and digital series sponsorship. Budget will be heavier with pre-roll. We will use WWE video to capture the audience as they are consuming on demand content on WWE.com, WWE mobile app and WWE's YouTube page. Over the life of

the campaign, WWE will deliver 4.37 million video impressions.

Display and mobile banners will be delivered over WWE.com (desktop and mobile) and the WWE app netting 1 million impressions.

A one-day WWE.com takeover will drive incremental awareness of the Click It or Ticket message with 500,000 guaranteed impressions and 100% SOV.

WWE digital series sponsorship is a one-episode sponsorship of a popular WWE digital series. The sponsorship includes an opening graphic and a verbal mention with an estimated 200,000 views.

Fandom

The Fandom plan will include a rotational static fan takeover targeted to top trending communities 18-34 and rotational display media. With the series finale of Game of Thrones occurring three days after the campaign starts, Fandom traffic should increase for those brushing up and also consuming content related to the finale. This will also have an increased effect on other communities as well. The trending communities package guarantees 1.66 million impressions across mobile and desktop. Rotational display media across the site delivers an additional 1.38 million impressions.

Paid Social

Strategy

Leverage paid social media to influence motorists to always wear a seat belt while driving, specifically generating stronger awareness of the dangerous injuries and fatalities that occur when drivers choose not to buckle up and lives saved when seatbelts are used.

Objective:

To drive maximum exposure of this initiative during this time, we will promote content on Facebook, Instagram and Twitter driving awareness and reach on the platform. We will leverage views and user engagement (post reactions, comments and shares) as indications of strong performance.

Budget:

The total budget for the promotion will be \$255,000. We will continue to focus majority of the budget on Facebook and Instagram at 90% of the total budget while 10% will be allocated to Twitter based on platform performance. English speakers will receive 85% of the total budget with 15% dedicated to Spanish speakers, including customized messaging for both audience segments.

Schedule:

The promotion will run from Monday, May 13-Sunday, June 2, concurrent with other media tactics including traditional and digital buys.

Audience Targeting:

The campaign will focus on national targeting of males 18-34 years old and will target English and Spanish language speakers separately. We will also introduce a new secondary age segment of male English speakers 15-17 years old.

KPIs:

The primary KPI will be video views and cost per video views of the creative, while the secondary KPI will be reach and cost per reach.

Figure 2: Estimated Reach and Impressions

NHTSA Paid Social: Click It or Ticket			
	Spend	Impressions	Reach
Total	\$255,000	37,596,223	11,913,109
English	\$216,750	29,976,729	9,702,862
Spanish	\$38,250	7,619,494	2,210,247
Facebook/ Instagram	\$229,500	32,628,140	9,747,774
English	\$195,075	25,701,581	8,620,194
Spanish	\$34,425	6,926,559	1,127,579
Twitter	\$25,500	4,968,083	1,247,966
English	\$21,675	4,275,148	1,082,667
Spanish	\$3,825	692,935	165,298

Custom Content

TheChive

To continue to engage the target audience with content that resonates with them, we recommend partnering with theChive to produce content that reaches that audience on and offline.

Content package includes:

- ▶ 1 custom video
- ▶ 1 custom editorial
- ▶ 1 custom Chive TV spot
- ▶ App first five impression roadblock and web roadblock
- ▶ ROS high impact media
- ▶ Cross platform pre-roll
- ▶ Added-value
 - Social callout
 - Editorial recap post
 - Custom content promo (Native and Social)
 - Instagram stories

With a custom video, theChive will utilize their in-house talent that the audience is familiar with and create a custom video that delivers the Click It or Ticket message in a fun and engaging way. The custom content concept – called “Click Worthy” – will also be supported with on-site and social promotion to drive users to watch the video.

The custom editorial will be a theChive.com article to educate, but also entertain their audience. “Strapped in For Dear Life” is the editorial where users will be educated by seeing entertaining photos of what people actually safely buckle in their vehicles to convey the importance of wearing a seat belt themselves.

The Chive will also produce a custom ChiveTV Spot entitled "Seat belt PSA" that will be seen in bars and restaurants that feature ChiveTV. The package includes production of the spot and 3.3 million impressions.

Roadblocks across the Chive app and website will deliver 24.63 million impressions across device ensuring 100% SOV for the Click It or Ticket message and further increasing awareness.

With cross-platform pre-roll ads will run before Chive content across all devices delivering 1.16 million impressions.

Added-value placements include a "What's Your Excuse" social call-out on theChive's social channels which is a "see why people don't wear their seat belts" encouraging others to engage on the conversation and let others know there is no valid excuse. An editorial recap post on theChive.com will be users who will address the excuse and educate user's on why they need to wear their seat belt 100% of the time.

Additional custom content added-value will be used to promote theChive's content to encourage more viewership and engagement with over 1 million impressions across site and posts across their social channels.

An Instagram story added value placement will include one interactive story with 165,000 estimated views.

Revolt

Revolt is a music and hip-hop centered network that was created by Sean Combs (P. Diddy). NHTSA will run on Revolt and also take advantage of its large social reach.

The television portion of the plan will deliver 1.1 million impressions across Revolt's broadcast day. Along with the television plan Revolt will run 19x social posts on Facebook and Twitter delivering 19.6 million impressions. Two of these posts will be from Sean Combs himself, delivering 15 million impressions to his large fan base.

As added-value Revolt will create a custom video for NHTSA around the Click It or Ticket message.

WORKING TITLE – “BUST THE MYTH BROUGHT TO YOU BY NHTSA”

Revolt and NHTSA will create a custom content piece hitting the streets of Los Angeles to bust myths and see how well consumers know their beloved hip-hop music and artists. A Revolt host will travel to prominent locations in LA to ask individuals difficult questions around hip-hop culture, to see who truly knows the facts versus the myths. Revolt will organically weave in brand questions/myths that relate to NHTSA and safety on the road by wearing seat belts.

Details:

- ▶ 1x :60 custom music trivia content piece
- ▶ Logo placement
- ▶ Integrated brand trivia questions around seat belts
- ▶ Shot in prominent LA locations (e.g. Hollywood and Fairfax)
- ▶ Hosted by a Revolt talent such as Rodney Rikai or Bri Harmon (NHTSA will have the opportunity to vet the talent prior to filming)
- ▶ Social amplifications
- ▶ Content featured across Revolt’s Instagram, Facebook and Twitter platforms
- ▶ Content featured on linear TV plan with Revolt placed around relevant programming

Cinema

The cinema portion of the plan will represent 5.6% of the total paid media budget.

Cinema has been added to the plan to extend the reach, especially to light users of television, and to reinforce our message to those who have seen it on another medium. Some additional reasons to use cinema advertising are:

- ▶ Quality programming debuts weekly
- ▶ Engaged audience with no access to ad-skipping devices
- ▶ Association with blockbuster films
- ▶ 50' HD screens; Surround Sound

The movies that are expected to perform very well with our target audience during the Click It or Ticket campaign are:

- ▶ The Hustle (PG-13) – starring Anne Hathaway, Rebel Wilson
- ▶ John Wick: Chapter 3-Parabellum (not yet rated) – starring Keanu Reeves, Halle Berry
- ▶ Ad Astra (not yet rated) – starring Brad Pitt, Tommy Lee Jones, Ruth Negga
- ▶ Aladdin (not yet rated) – starring Will Smith
- ▶ Godzilla: King of the Monsters (PG-13) – starring Vera Farmiga, Millie Bobby Brown
- ▶ Ma (R) – starring Octavia Spencer
- ▶ Rocketman (not yet rated) – starring Taron Egerton

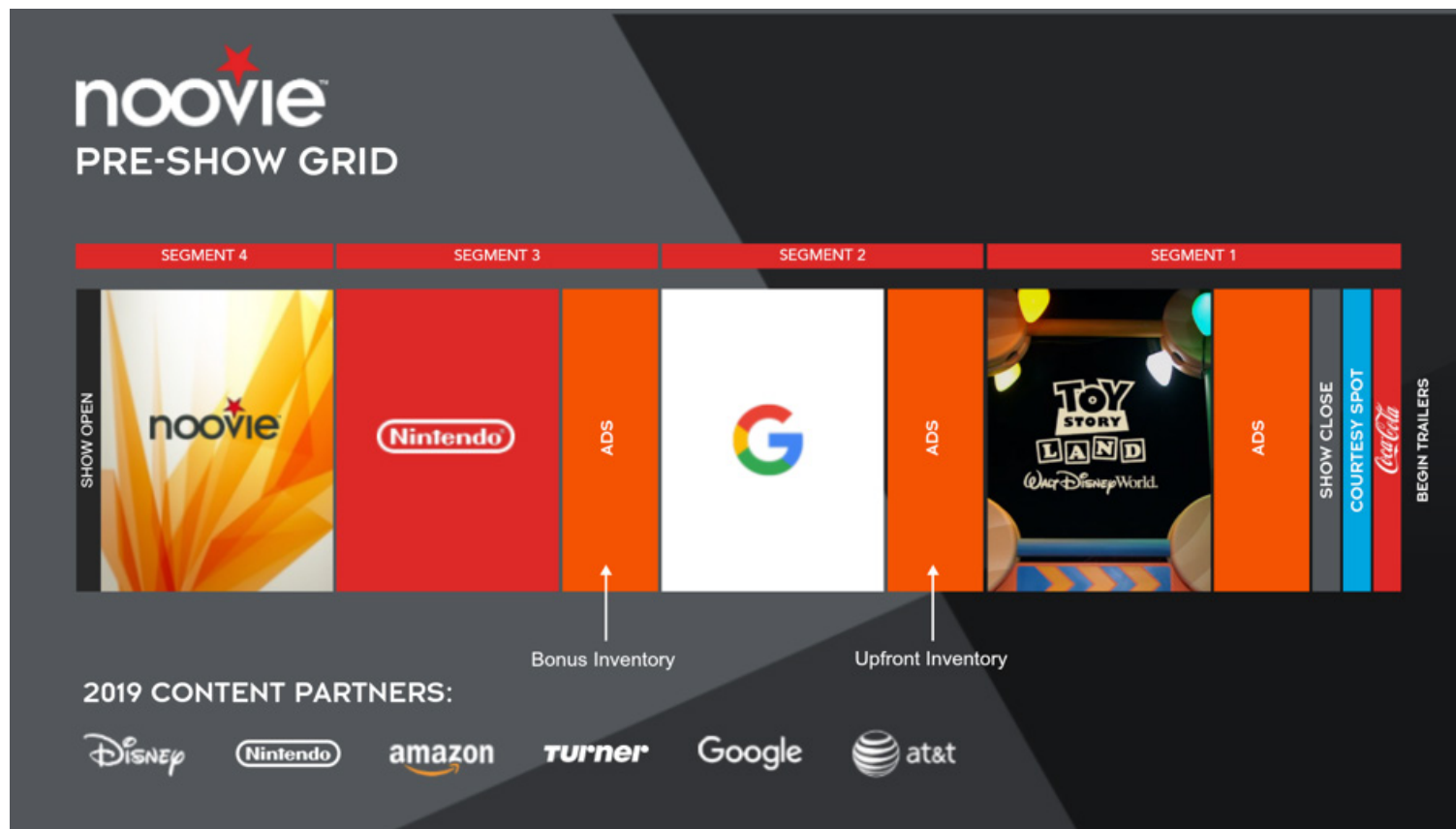
The two major vendors of cinema advertising will be used for this campaign – NCM and Screenvision. Between the two services all DMAs in all states will be covered.

NCM

The NCM plan will run in 146 theaters covering 2,272 screens. This plan will deliver an estimated 2.5 million impressions to men 18-34 over the flight.

The :30 spot will run in segment 2 of the pre-show program, which is the closest ad position to the main feature with the exception of the full national spot position, and is reserved for a brand who advertises on every screen in every NCM theater across the country. Given the price of that option, we opted for cost savings to extend our budget and our message still gets a lot of visibility earlier in the pre-show. The :15 no-charge spot will run in segment 3. Figure 3 has a visual depiction of ad positions.

Figure 3: Cinema Ad Positions — NCM



In addition to the on-screen advertising, NHTSA will also run in the Lobby Entertainment Network at no-cost which runs on screens throughout the theater lobby.

Along with the in-theater effort NHTSA will also receive a digital effort that will deliver an additional 1.13 million impressions on the NCM website.

Screenvision

The Screenvision plan is very similar to the NCM plan.

This plan will run in 394 theaters on 4,113 screens and deliver an estimated 2.8 million impressions to men 18-34 over the flight.

The :30 ad will be placed in the first break in the national POD and the :15 bonus spot will run in the regional POD. Screenvision will give NHTSA an additional :15 spot at no-charge as well as the Lobby Entertainment Network. Figure 4 illustrates the buy placements.

Figure 4: Cinema Ad Positions — Screenvision

